

Powerhouse News

October 4, 2004

From Rebecca Leone, Owner & Teacher

Class News:

- Tuesday, October 19th, **FREE** 6 pm mat class in honor of our 3 year anniversary.
- Taught by Rebecca, *Have a Ball* starts October 12th! It's a stability ball class held select Tuesday nights, 7-7:45 pm right after Mat. Build crazy strength and balance on the big balls and using light hand weights. Dates: 10-12, 10-19, 11-9, 11-16, 11-23, 11-30, 12-7, 12-14, 12-21. Cost: \$15 each, 10 for \$130. Space is limited, you must pre-register for this class!
- Coming soon! Taught by Rebecca, *Ron Fletcher Spine Corrector Classes* will begin in November on select Thursdays (around her travel schedule) @ 7—7:45, \$20 each. Space is limited by the # of spine correctors—4 red ones are on order—so you must pre-register for this class!

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Iron Butterfly TINA & SHANNON'S PATH TO PILATES

One of our many joys in this work is getting to know so many wonderful people. Your stories, filled with the drama of living highly productive and sensitive lives, are very inspiring and uplifting. Often, just knowing the truth of other people's experiences helps us be more present in our own lives and take better care of ourselves. Another fascinating aspect of the relationships within the workshop is that our paths, though unique, often take us from the same beginning, then twist and turn us all around, finally delivering us to the same destination. And, if you've ever wondered how it feels to do heavy weight work, read on.

Meet Tina McDermott and Shannon Hayes. Most probably, you've seen them in the studio but you'll know them much more intimately after reading a bit about how they both started out and ended up, together. Without trending too terribly much toward drama, I feel confident in declaring them each "students" of Pilates, their passion and understanding of this work and its corrective nature is so pure and strong.

On a recent afternoon over San Pellegrino and immediately after their duet, the 3 of us sat down to talk and here's how the story goes . . .

- R Hi dears, so how was your workout?
- T Excellent
- R Don't you love that jump board?
- T I love it. It released that little kid inside me. The first time I jumped I squealed. I went "oh my gosh." It just came out of me and I've never done that before.
- S (deadpan) Yeah, I screamed too but for a different reason. I've had enough dance that I thought, oh my God, I know this feeling. It was always so hard to jump in dance because your feet had to be perfect and you couldn't move your body and it was very hard. Jump Board takes me right back to that. But I love it.
- T I've never been there, to dance class. I never felt like I had any grace whatsoever but I feel like I do now. Add that to the column of Pilates plusses. When I lifted, I had proper form but it was mechanical with no grace but I feel graceful now. Like a gazelle instead of a clodhopper!
- R What changed?
- T Stopping the muscle binding weight training, heavy weight training. I wasn't just doing five pound dumb bells, I was lifting 50 pound dumb bells. It's true that I had goals then and that type of lifting was meeting them but I began to ache and feel broken. Eventually, my goals shifted.
- R How did you know they shifted?
- T I started hating going to my workouts, really dreading it, looking for excuses, crying. I skipped once and all hell broke loose! The last straw was 50 pound arm dumb bells and I just really didn't need to be doing that any more. And I look at the women and guys doing Pilates and they're *racing* to get to their workouts. They're excited, and that's such an emotional shift. I was getting bored, injured, frustrated, not looking forward to working out and I started realizing that star after star after star whose bodies I admire all have that long lean look and they were saying Pilates! Pilates! Pilates! It was like a sign! And then I found the Fairview Studio but that was not a good fit for me. It exposed me to the work but I had a shaming instructor and I thought, I shouldn't be in tears after my Pilates sessions so I had to learn how to decompress and get over that.



R Get right on over that, honey. When did you guys meet?

T Metropolitan Gym in 1998. Shannon was chatting and flirting.

S Oh, flirting? I was flirting? I don't remember flirting. I guess I don't know when I'm flirting. Maybe I'm flirting all the time. Who was I flirting with?

T Mr. Lamont

S *(sighs in acceptance and resignation)* Oh, Lamont.

R Journalistic responsibility requires that I ask, did anything ever come of the Lamont flirting?

S No. He was bad and I knew better. He was a great trainer though. He actually made it fun. It would be grueling but he had a way of making it more fun.

R And Shannon you were doing weight work too, what were your goals?

S To change the shape of the muscles in my body and weights really helped me get what I wanted.

R And that lasted you for a good long time. Do you still do weight work?

S Not at all. I got burned out, I hit rock bottom. Same with Tina, I got bored and started missing workouts or skipping workouts because it was dreadful. The weights just keep getting heavier and heavier. It was just too hard. I was doing 40 and 45 pound dumb bells with my skinny ass arms and it was hard. There would be days when I could barely drag myself out of bed because I would be so sore.

T And broken. Weight work made me feel so broken.

S Yeah, every muscle fiber in your body just feels broken. And at the same time I loved it, I also hated it and then the hate just got stronger than the love and eventually there was no more love at all.

R And what about injuries. Did you survive that process without hurting yourself?

S I didn't have serious injuries but it really didn't help with an ongoing problem with my hips that I got when I was dancing a lot. That's why I have so much tension in my knee. It got to the point where I couldn't do anything, not even crunches, shrugs or lateral raises. I couldn't do anything because there was so much tension in my hip and leg.

T I got a hernia in my stomach from heavy squats, I was never told about using my core and how to put the "girdle" on before you go down. I wore a belt but your life was on the line and you just had to get back up and you did it any way you could. Now I have plantar fasciitis from hitting the weights too soon after pregnancy.

R So why Pilates, Shannon? Did I make you come here? *(I've been going to Shannon's hair salon since BP (before Pilates).)*

S No, it was Esther (Shannon's business partner), she just kept saying "I know you would love this, but I didn't know that much about it and I was still doing weight work at the time and I thought, Pilates . . . Whatever.

T Yeah, when you do weight work, you pooh pooh "regular exercise."

S Yes, I thought Pilates was going to be some form of "regular exercise." But Esther was right and I liked it right away. I love that you actually get to move in Pilates. With weights you don't really move, you stay stiff and really tight and I didn't realize how much I missed moving in my exercise until I began Pilates.

R Tina, how did you find us?

T After my experience at Fairview, I began looking for another studio and found you through Suzanne Small, her body was lean and she's like a spark plug. I thought, how do you get this? I wasn't going to do martial arts, like Suzanne, so the next ticket was Pilates, which Suzanne also did a lot of. And that was one more person saying to do Pilates, and it really helped to see Shannon here when I started coming. She was the first person I saw and I thought, here's a revolution! We're getting tired of the weights and she's here, and now I'm here, I'm bringing my friends here and they're staying here. So it **is** a revolution. We're older and maybe you do weights when you're younger because it's inexpensive and the guys are at the gym but as I evolved as a woman, I wanted long lean muscles and more flexibility.

R Let's talk about learning from different teachers.

S I like that all the teacher have their own approach for things that work in their own bodies. I really like that diversity because it's true, teachers can only experience the work through their own bodies. I have teachers that tend to be more athletic, more dancer oriented, and it comes out in their teaching styles and I like the variety. One thing I really like about Pilates as opposed to weights is there is always something different. There's always a different way of doing the same exercises you've been doing for a year and a half. And there's always a different approach to the very same exercise and someone will tell you one little thing and then, all of a sudden, your body and your head click and you've got it.

HANNAH STOLEN BY UW

FIRST, MOLLY WAS STOLEN BY UW AND NOW HANNAH. OCTOBER 2ND WAS HER LAST DAY AT PPNW AND AS A SPORTS TRAINER FOR THE UW GIRLS GYMNASSTICS TEAM, SHE'LL BE WRAPPING WRISTS AND ANKLES INSTEAD OF BOOKING PRIVATES AND ROCKING LILI.

WE'LL MISS YOU HANNAH!

KNOW SOMEONE WHO WOULD BE GREAT AT OUR FRONT DESK? HAVE 'EM CALL REBECCA.



T Ditto that. I'll go to any new instructor and know I'll get some different way of looking at something. For instance, the lovely Teaser, a visual queue, something I haven't heard before, and I can appreciate that. When I first came here, you told me how many layers are underneath the rectus and I was like, there are? I'd never used the deeper ones but just that education blew me away. And then meeting someone like BG who's tall and wears heels, she's my type of gal because she embraces her beauty *and* strength at the same time.

R You both are in here several times a week. Tina, you've got 2 kids and a busy husband. Shannon you have your own business. How do you guys make time for 3 and 4 Pilates workouts a week?

T I just make time. I have to carve it out and my preference is morning or early afternoons because late afternoon and evening is family time. I just work within my schedule and make it a commitment like brushing my teeth. And I do miss it when I can't get in. My body gets tight and it's just not worth it for me to miss my workouts.

S I just have to do it. Sometimes I have to rearrange my clients and it does get really hard but it's the same thing as with Tina. If I don't do it then I get cranky, I'm a bear! I come into work earlier now to make time, and I mark myself out of the schedule for lunch time workouts and I work later at night. My body works better in the morning or early afternoon than it does later.

R Compare and contrast mat with privates/duets.

S I love mat classes because I like the energy of other people, not for competitiveness but more just because it's social here. I also love equipment work because it has the feel of weights without being so rigid. It's still intense and it's hardcore work but it's not as rigid and narrow as weights.

T I love the camaraderie and the cute sarcasm of mat classes because it helps us all get through the class a little more easily. And watching the teachers demonstrate so we know what it's supposed to look like is great. I end up feeling like, you want me to do what? I never was "qualified" for mat class at Fairview but the things I love about mat here are the logs, the balls and circles that we get to use. I've never been exposed to that and it's outstanding here. I also really appreciate duets. You can really work off each other and learn. If there is a competitive sense then it's the right and healthy kind.

R What exercises are you working on?

T Teaser.

S Me, too. Oh my God. Teaser, that damn Teaser.

T It's the body mechanics that I have to rewire to get it. I visualize Teaser! I did it once and we rang the bell. It was so exciting, I interrupted you and said "ring that dang bell!" I did *one* and I have that memory, but today I learned how really far away I am from what it's really supposed to look like. Things like that are constant little tweaks. I can definitely see improvement every week. I just put myself in the right environment whether it's equipment or mat, and I suit up, I show up and the changes are happening.

R Is there anything we can do to make your time here more enjoyable? Anything at all?

T (Pause for several seconds, then simultaneously) "A hot tub!"

&

S

AND THEY ALL LIVED HAPPILY EVER AFTER. THE END.

WHERE'S SHE BEEN, WHERE'S SHE GOING & WHY?

- BG and Liesbeth earned their Level II Stability Ball Certifications in August.
- Liesbeth will be attending a Feldencrais and Foam Roll seminar in October.
- Liesbeth and Rebecca will attend the Pilates Method Alliance international conference in New Orleans in late October where, as a PMA continuing education provider, Rebecca will be presenting on customer service and client retention.
- Rebecca attended a 4 day Ron Fletcher workshop in Boulder back in August and continues to dream of becoming certified in the Fletcher work. Alas, it's a 2-3 year process and there's just no way to begin it anytime soon, especially because . . .
- Rebecca was admitted to the UW one-year certification for Sports Medicine and Human Performance—back to school at 47!
- Skating Competitions: October 20—23rd, Rebecca will be out of the workshop for US Pacific NW Regional Championships, a large skating competition held just 10 minutes north of Seattle in Mountlake Terrace. US Nationals is in Portland in early January; Rebecca will be attending and hopefully teaching.

In Pilates, when the teacher stops learning, the client stops learning. We constantly pursue our education so we can help you pursue yours.

Pricing and Policy Changes Effective November

As most of you know, we've never—*ever*—increased the cost of our mat classes. Privates and semis have increased only 3 times in over 3 years, most recently over a year ago. All the while, our fixed costs continue to rise and paying our fabulous teachers, who are clearly the most talented in the region, takes more than 64% of our revenue. Unfortunately, it's time for a rate increase and here's what's going to happen:

Effective November 1st:

- The cost of mat classes will increase to \$15, 10 for \$130.
- The expiration date on packages will change. Joe Pilates prescribed 3 supervised sessions a week in order to make good on his promise of increased strength and flexibility. In order to reserve the discount of a bulk buy for clients who are actually taking sessions close to the rate Joe suggested, all packages of 10 purchased as of November 1st will expire 6 weeks from the purchase date and Super Saver specials will expire 3 weeks from the purchase date.

Effective January 1st:

- Privates will increase to \$65 each, 5 for \$310, 10 for \$600.
- Semi-privates will increase to \$45, 5 for \$215, 10 for \$420.
- *New Package in 2005: **Fast Track Mat**, 2 privates & 5 mat classes for \$195.* This package replaces Super Saver.
- Focus Privates (30 minutes) will increase to \$40.
- Packages of 5 and Fast Track Mat will expire 3 weeks from date of purchase.

Even after these increases take effect, our prices will still be below or right in line with “comparable” elite local studios—the ones with Gratz equipment where the teachers have our same primary training. Our commitment to you—and to Joe—to make Pilates accessible, affordable and available remains strong.

CURRENT RATES Through 10-04

Mat Class, each	\$12
Mat Class, 10 pack	\$100
Privates, each	\$60
Privates, 10 pack	\$550
Focus Private — 30 min.	\$35
Semi-Private, each	\$42
Semi-Privates, 10 pack	\$390
Super Saver— 5 Privates <i>or</i> 4 Privates & 5 Mat classes <i>Replaced by Fast Track Mat</i> <i>1/1/05</i>	\$290
Zone—group equipment class	\$30

NEW RATES

<i>Effective 11-1-04</i>	
Mat Class, each	\$15
Mat Class, 10 pack	\$130
<i>Effective 1-1-05</i>	
Privates, each	\$65
Privates, 5 pack	\$310
Privates, 10 pack	\$600
Focus Private — 30 min.	\$40
Semi-Private, each	\$45
Semi-Private, 5 pack	\$215
Semi-Privates, 10 pack	\$420
Fast Track Mat 2 Privates & 5 Mat Classes	\$195
Zone—group equipment class	\$30

the Mommy Shift

Heidi and Liliana work Tuesdays and Thursdays from 4—7 and Saturdays from 9—2. As Heidi begins teaching, Lili settles into her office, I mean her swing, and most days is completely content to work, I mean her swing, as long as she can hear her mom's voice off in the distance. Like Ron, Lili's dad, she is extremely efficient and spends most of her time napping, drooling and opening her eyes really wide and looking around. Lili and Big Daddy Ron have something else in common; they both have precisely the same amount of hair! I digress. Occasionally, Lili becomes hell-bent on expressing her absolute outrage at our high taxes in Washington State and begins to scream. This is when you'll see one of Lili's Front Desk Nannies spring into action and whisk Lili from her office, I mean her swing, and lovingly walk her throughout the building and grounds until one of two things happens: Lili accepts taxation, as we all eventually must, and quiets down or Heidi finishes teaching the session at which time we reunite the two of them and they nurse and restore peace and quiet but do nothing to lower our taxes. Liliana is not yet on a bottle so Heidi remains a key ingredient in her happiness and well being. Lili is the best baby in the world and her uncontrolled outbursts are rare, but when she just can't keep it in any longer trust that we're doing our best to restore the peace and relative quiet we try to preserve for your Pilates workouts. And as Heidi's regular clients can attest, she gives a fabulous really hard workout even with Lili in her arms.

A huge thanks to all of you who cross over, as we call it, on the Mommy Shift. You've helped make our workplace a welcoming one for new mother Heidi and Staff Baby Liliana.

5-STATE SKATING COMPETITION!

Come watch the best figure skaters in the Northwest compete at Pacific Northwest Regional Championships at Olympicview Ice Arena in Mountlake Terrace October 20—23rd. Ask at the Front Desk for details & directions to the rink.



Fall @ The Heights

The weather has turned and Saturday Market is winding down. Waits for the rest room will dramatically decrease when the Market ends in early November. So will Saturday morning parking lot stress.

Occasionally, we are forced out of the north lot by large groups meeting in the building and taking up "our" spaces. We absolutely hate it when that happens and we know you do, too. We've been assured that building management will let us know when there are large groups in the building so we can courtesy call you with parking stress alerts. FYI: Even during busy times, 12th is *usually* an easy place to find a street spot.

By the way, it's perfectly okay to use those "day care" spots in the west circle drive between the hours of 10 am – 5 pm.

Good news! The paid parking plan U-Heights will implement November 1st will not, repeat will not, affect us.

**Free parking lives on @
PPNW!**

Traveling?

Don't leave home without our Airplane Pilates exercise instruction sheet (yes, it's laminated!) These simple and easy (or are they?) exercises can be done right there in your narrow uncomfortable seat. They're guaranteed to keep your body and mind relaxed as you're crammed into coach, eating salty high fat food with plastic utensils sitting next to someone with a cold and listening to a screaming baby. If you're lazing in the ample acreage up front in business or first class, you'll love 'em just the same. Pick up yours at the center of our universe . . . the front desk.

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PPNWSeattle.com



Where your session never ends . . .

SPANX

I went looking for a super comfortable, non-metallic bra and found a great one by Spanx. The maker of support hosiery is now in the bra business and they're really onto something fabulous. You *step into the* Spanx bra, it's great support and it won't set off the metal detectors at the airport! \$36 @ Nordstrom in Hosiery. Downtown my favorite sales person is Kim. She'll take great care of you.

HOLIDAY CLOSURES

University Heights & PPNW will be closed the following days:

- Thursday, November 11th for Veterans' Day
- Thursday, November 25th. & Friday, November 26th for Thanksgiving
- Friday, December 24th & Saturday, December 25th for Christmas
- Saturday, January 1st for New Years Day

LAMANATION

TRY IT

We have a new laminator and we're not afraid to use it! We have 8-12 x 11", luggage tag and name badge size pockets . . . if what you've got will fit in one of those, we'll be happy to run it through with our compliments.